

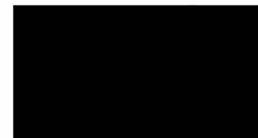
DTX 1326

(NAVY-ADS-0000045197)

(Excerpt)

(Redacted)

 : All redactions proposed
by the United States

 : Additional information
covered by confidentiality
objections of third parties

From: Owens, Allen M Jr CIV USN COMNAVCRUITCOM MIL (USA) [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8AAEDD1FAEF546ABA09D12D1640C031D-ALLEN.M.OWE]
Sent: 8/22/2022 6:18:02 PM
To: [REDACTED]
CC: Stewart-Curry, Dean E CIV USN (USA) [/o=ORGANIZATION/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn=e523933e0c07481fa9df7e6e76e36343]; [REDACTED]; [REDACTED] USN COMNAVCRUITCOM MIL (USA) [/o=Organization/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn=7398bc01e43c468bad87cacf41c922f7]; [REDACTED]; [REDACTED] USN COMNAVCRUITCOM MIL [REDACTED]
Subject: FW: Q4 2022 Navy Media Incremental Recommendation
Attachments: Navy 4Q22 Tactical Media Reco INCREMENTAL emailed 8.22.22.pptx; NAVY July _ Sept total [REDACTED] spend Campaign Flowchart 8.22 for Allen.xlsx; smime.p7s

Sandra,

Looks good, approved. Thanks!

V/r
Allen

-----Original Message-----

From: [REDACTED]
Sent: Monday, August 22, 2022 12:45 PM
To: [REDACTED]
Cc: [REDACTED]

Subject: [URL Verdict: Neutral][Non-DoD Source] Q4 2022 Navy Media Incremental Recommendation

Allen

How are you? Attached please find our recommendation for the additional \$2M being applied to Q4 - specifically Sept 2022. We've also updated and attached the flowchart with the incremental.

Please let us know if you have questions prior to approval.

Thanks
Sandra

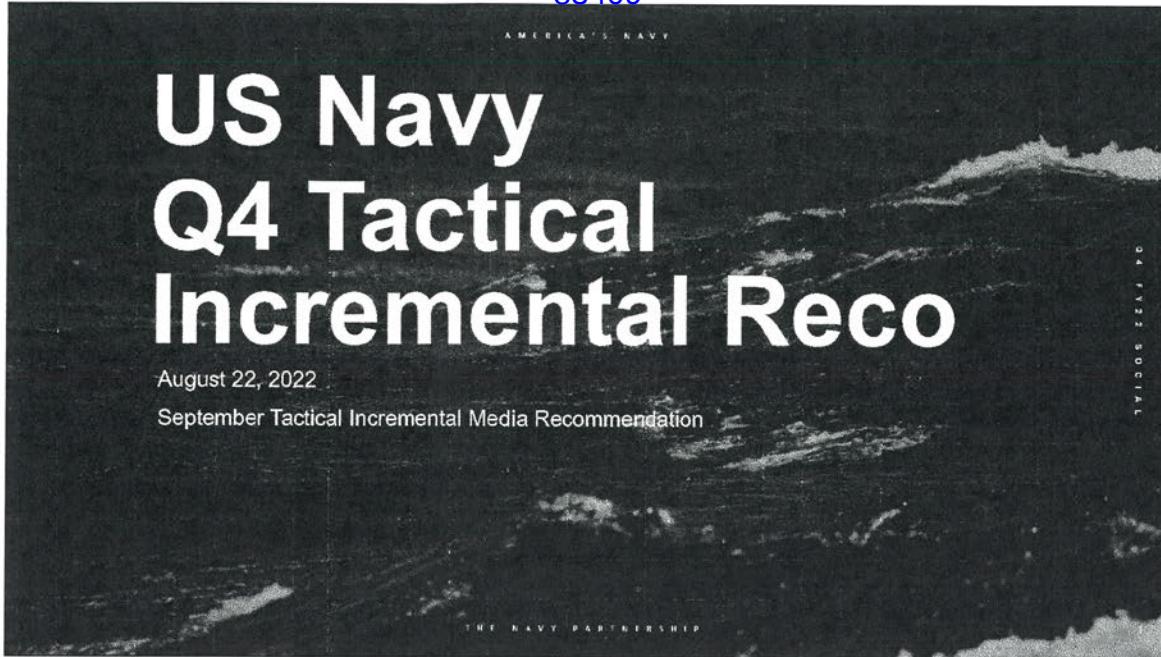
Sandra Muoio
Managing Partner, Group Director
[REDACTED]

3 World Trade Center
New York, NY 10007, USA
<https://usg01.safelinks.protection.office365.us/?url=http%3A%2F%2Fwww.wavemakerglobal.com%2F&data=05%7C01%7C3333e00c8774b87b6ad45e942de1750%7C0%7C0%7C6378d12a9c4841049e08da8466b613%7Ce3333e00c8774b87b6ad45e942de1750%7C0%7C0%7C637967874175677473%7CUknown%7CTWFpbGZsb3d8eyJWIjoimC4WLjAWMDAiLCJQIjoiV2luMzIiLCJBTi16Ik1hawwiLCJXVC16Mn0%3D%7C3000%7C%7C&sdata=H02gsWBpE2eIY5yggDJVzhHeKHNiOTTEeKfQq1%2BDeUQ%3D&reserved=0>

Privileged/Confidential Information may be contained in this message. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone. In such case, you should destroy this message and kindly notify the sender by reply email. Please advise immediately if you or your employer does not consent to email for messages of this kind. Opinions, conclusions and other information in this message that do not relate to the official business of Group M Worldwide LLC and/or other members of the GroupM group of companies shall be understood as neither given nor endorsed by it. GroupM is the global media investment management arm of WPP.
For more information on our business ethical standards and Corporate



Responsibility policies please refer to WPP's website at
<https://usg01.safelinks.protection.office365.us/?url=http%3A%2F%2Fwww.wpp.co>
m%62FWPP%2FAbout%2F&data=05%7c01%7c[REDACTED]7c38c
128d12a9c4841049e08da8466b613%7ce3333e00c8774b87b6ad45e942de1750%C0%7c6
37967874175677473%7CUnknown%7CTWFpbGZsb3d8eyJWIjoimC4wLjAwMDAiLCJQIjoiv2luMz
iLCJBTiI6Ik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C&data=QKY9j9JDyUaghkiI4
cLc3rux8nWjhj6tiDc9E0k5mOU%3D&reserved=0



August 22, 2022

September Tactical Incremental Media Recommendation

Q4 2022 Incremental [REDACTED] Media Plan

To be applied to N0018922FZ486 (mod)

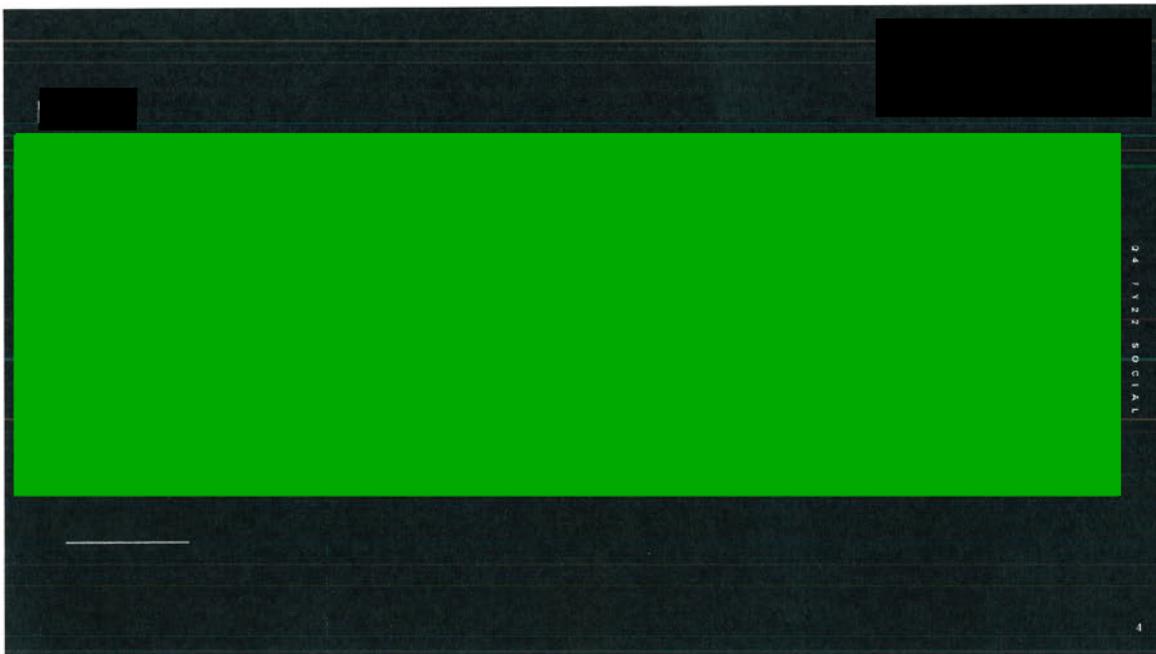
Incremental Media to run in Sept 2022

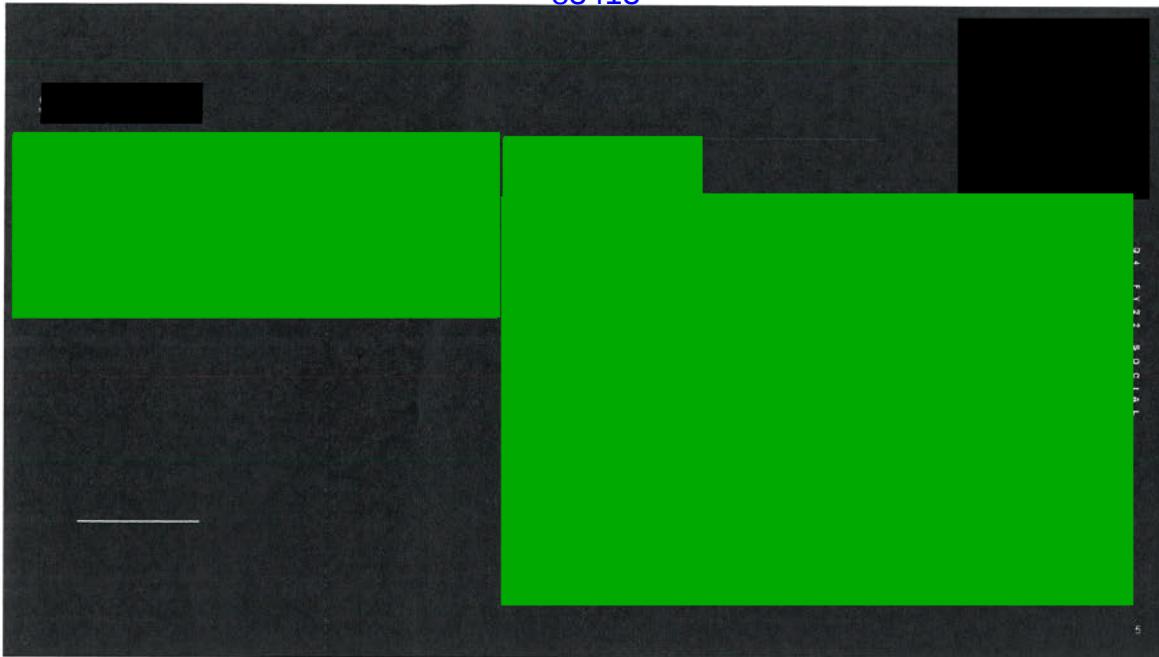
Media channels: Video/Display, Social

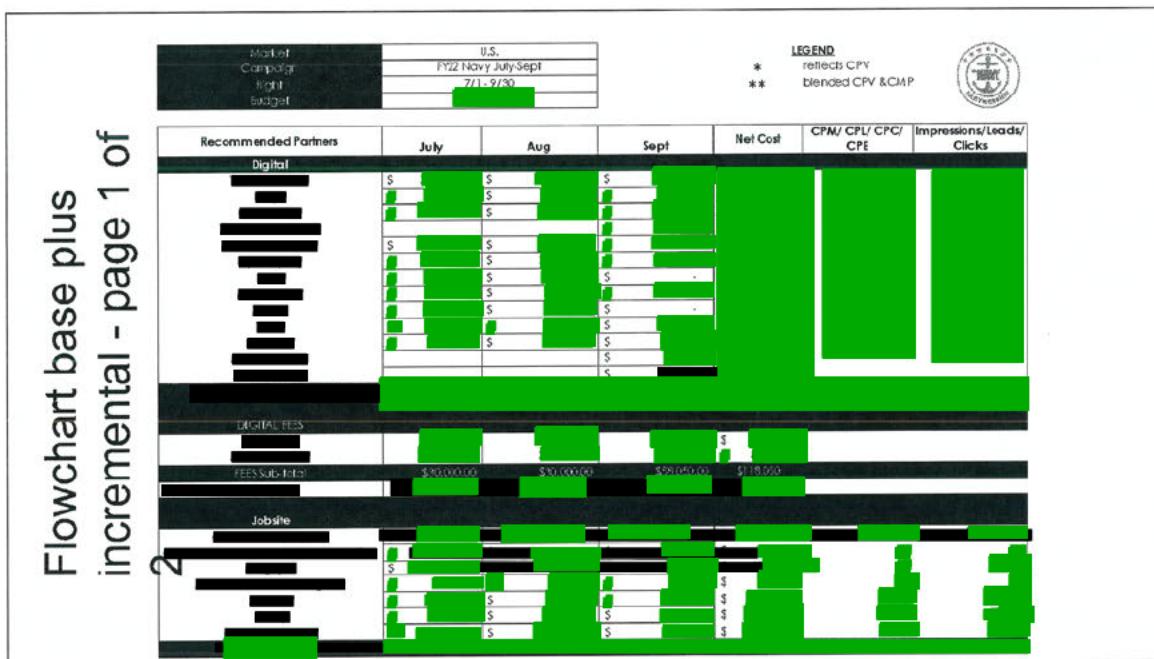
Digital Video/Display

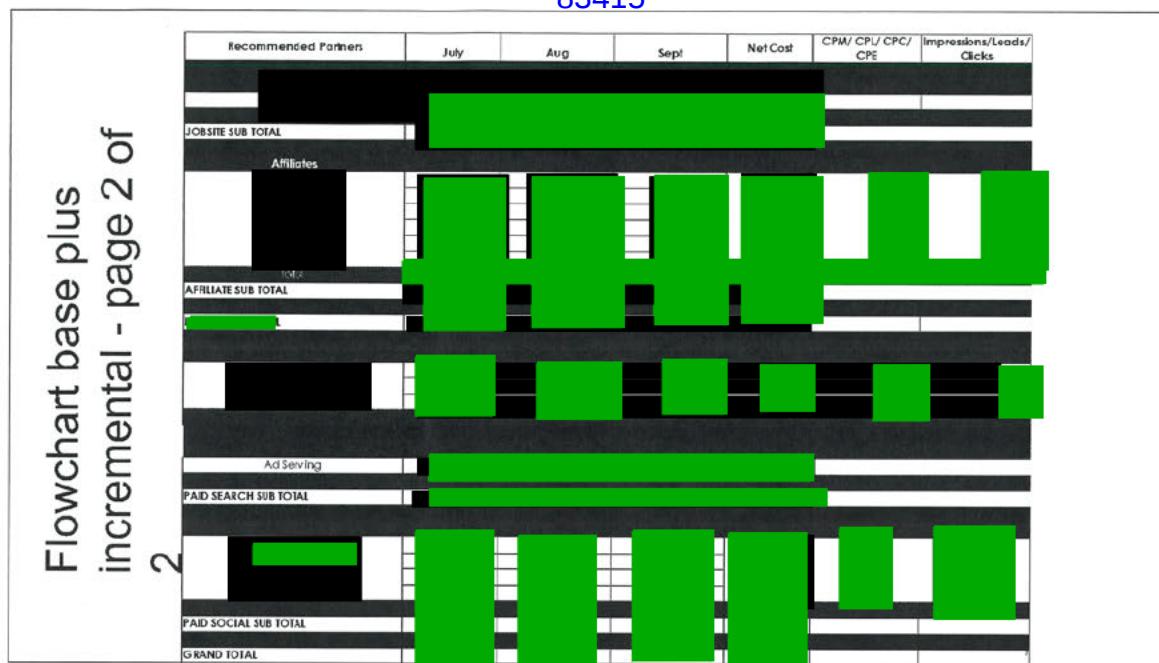


3







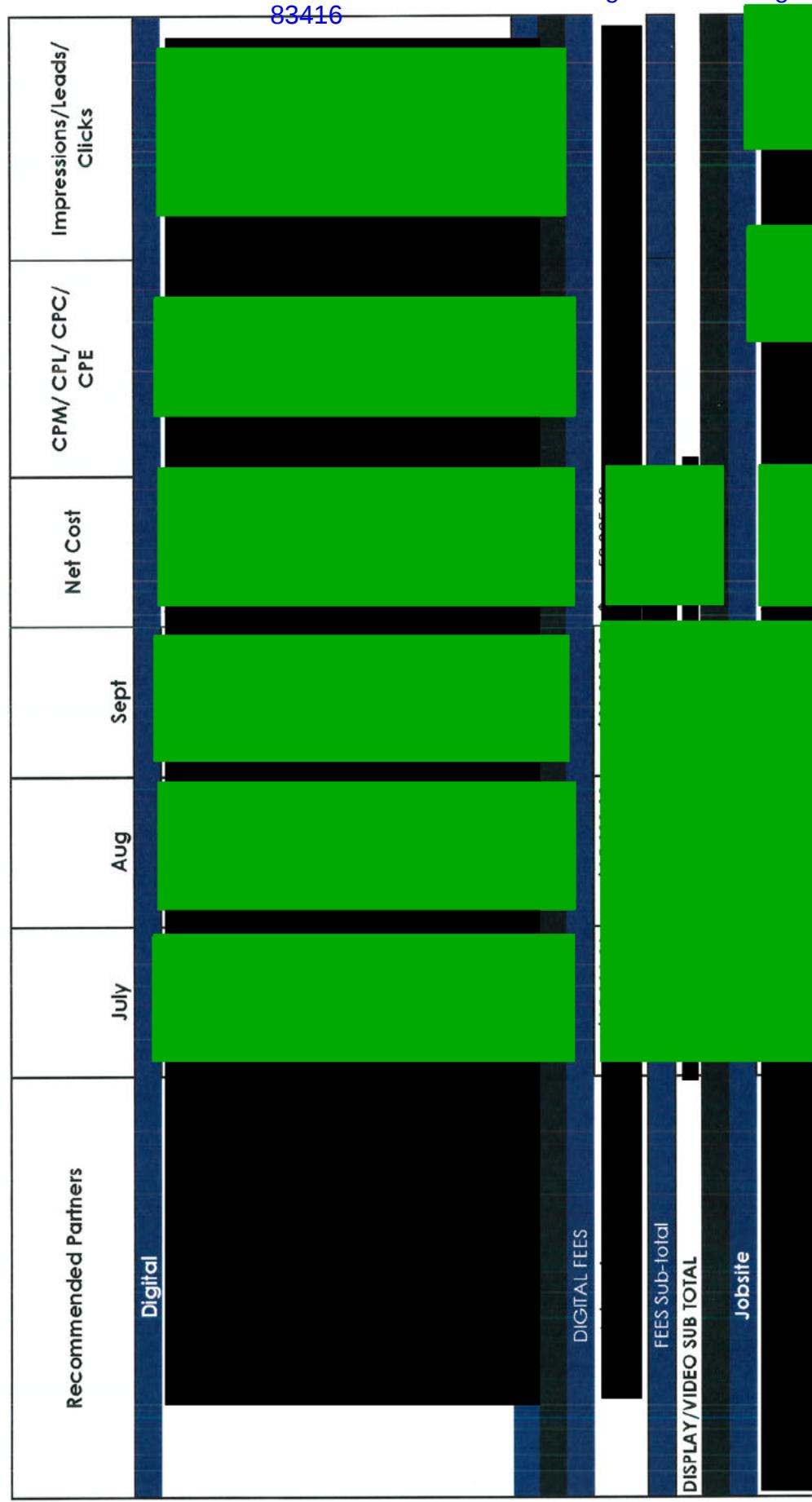




Market	U.S.
Campaign	FY22 Navy July-Sept
Flight	7/1 - 9/30
Budget	\$11,000,000

LEGEND

- * reflects CPV
- ** blended CPV & CMP



Total	JOB SITE FEES	Ad-serving	FEES Sub-total	JOB SITE SUB TOTAL	Affiliates	Total	AFFILIATE SUB TOTAL	DIGITAL SUB TOTAL	Paid Search (General)	Total	FEES	FEES Sub-total	PAID SEARCH SUB TOTAL	Paid Social
\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00
\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00
\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00
\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00	\$1,234,170.00

Confidential

NAVY-ADS-00000

A stacked bar chart titled "Total Social Media Usage" showing the distribution of time spent across various platforms and types of social media.

Category	Platform	Time Spent (Hours)
PAID SOCIAL SUB TOTAL	Facebook	10.0
	Twitter	1.0
	Instagram	1.0
GRAND TOTAL	Facebook	12.0
	Twitter	1.0
	Instagram	1.0

Confidential

NAVY-ADS-0000045206